



Merchant Onboarding User Guide

Welcome

Welcome to Spryker's Enterprise Marketplace!
It's great to have you on board.

In order to get you started, we have compiled this simple user guide for operators to make the onboarding process of your merchants seamless and easy. We strive to ensure you have the tools at

hand to efficiently set up a successful marketplace. The merchant onboarding process is a vital aspect of setting up a marketplace. Once set up merchants become official members of the marketplace and are able to create products and/or offers in Merchant Portal, and eventually sell these products to customers.

Getting Started

Numerous considerations relating to the functionality and purpose of a marketplace need to be taken into account to ensure a smooth running of the platform. There are two primary roles, the operator and the merchant. The operator is the company that owns and administers the platform. The merchant is the business entity or individual that sells products on the operator's platform.

The operator will be directly responsible and engaged with the merchants to determine how they conduct

their operations on the platform. The operator can serve as a merchant as well.

The onboarding process follows a seven-step approach that has specific actions that need to be taken by merchants, operators, or both. The official onboarding kicks off with the merchant making a request to join the market. Follow the detailed guide below to help you each step of the way.

How to Onboard Merchants in 7 Easy Steps

- 1** **Merchant** Put in a Request to Join
The merchant puts in a request to join the marketplace.
- 2** **Operator** Verify (KYC Process) & Register the Merchant
The operator verifies the merchant's company and shares a contract.
- 3** **Operator** Approve the Merchant
The operator approves the merchant and provides the merchant with access to the Merchant Portal to start completing their public profile.
- 4** **Merchant & Operator** Create & Update Product and Offers
Merchants create products and offers in the Merchant Portal. Alternatively, the operator imports the products and offers from a CSV template filled out by merchants.
- 5** **Operator** Set up the Payment Process
The operator decides what kind of payment process to put in place i.e. whether or not to utilize a Payment Service Provider (PSP).
- 6** **Operator** Set up the Order Management Process
An order management process which includes the process for fulfillment, delivery, shipping and returns is established for merchants via a State Machine.
- 7** **Merchant & Operator** Approve Products & Offers + Activate the Merchant
A final check on the public profile, products, and offer quality is conducted. The operator activates merchants and their offers in the Back Office, and products as well as offers are also activated via a data importer.

1

Merchant Put in a Request to Join

There are following possibilities of how a new merchant account can be requested:

1. Build a landing page where the potential merchants can find the email address or a form to contact the operator for joining the marketplace. In some cases, the operator may contact their partners and inform them about the marketplace.
2. The merchant can use the page to self register. Once complete, the data is sent to the operator for review (feature is on the product roadmap and will be available soon).

It is possible that different options can be combined.

2

Operator Verify (KYC Process) & Register a Merchant

Based on data provided by a merchant such as “Registration Number”, the company behind the merchant (including representatives’ information incl. Their IDs) can be validated via public registers to identify the trust level related to it and the need for additional information. To make the validation process more smooth you can also use Spryker Technology Partners.

By providing a contract to a merchant, the official relationship between operator and merchant can be established. For specific merchants, custom contracts can be used. Otherwise, boilerplate agreements should be available.

Contracts can be done as part of terms and conditions that must be accepted prior, together with platform rules, customer communication guidelines, data policy, SLA agreement etc. Clarification is also required for who the product data owner is and in which categories the merchant is allowed to sell.

The screenshot shows the Spryker Admin interface. On the left is a sidebar with navigation links: Dashboard, Sales, Customers, Catalog, Content, Merchandising, Marketplace (selected), Merchants, Offers, Users, Administration, and Maintenance. The main content area is titled 'Edit Merchant: 7' and includes a breadcrumb trail: Marketplace > Merchants > Edit Merchant. At the top right of the main area, there are links for 'Back to Merchants' and 'Deny Access'. Below the title, there are tabs for 'General', 'Contact Person Details', 'Merchant Profile', 'Legal Information', and 'Users'. The 'General' tab is active, showing the following fields:

- NAME ***: Video King
- REGISTRATION NUMBER**: 1234.4567
- MERCHANT REFERENCE ***: MER000002
- EMAIL ***: martha@video-king.nl

3

Operator

Approving a Merchant

By approving a merchant, the operator enables its users access to Merchant Portal to start completing their public-facing profile and creating products or offers. A merchant admin user needs to be created by the operator, based on data provided through the registration form such as email or first and last name of the contact person. The email with the password will be automatically sent to access the Merchant Portal later on. The operator can also create more user accounts for the merchant if required.

Merchants can be approved in the Back Office by accessing the menu “Merchants” and clicking the “Approve Access” button.

Overview of Merchants

Showing 1 to 7 of 7 entries

MERCHANT ID	NAME	STATUS	ACTIVE	STORES	ACTIONS
7	Video King	Approved	Active	DE AT US	Edit Deactivate Deny Access
6	Spryker	Waiting for Ap...	Active	DE AT US	Edit Deactivate Approve Access
5	Restrictions Merchant	Approved	Inactive	DE AT US	Edit Activate Deny Access
4	Sugar Monster	Waiting for Ap...	Inactive	DE AT US	Edit Activate Approve Access Deny Access
3	Impala Merchant	Waiting for Ap...	Inactive	DE AT US	Edit Deactivate Approve Access Deny Access
2	Budget Cameras	Approved	Active	DE AT US	Edit Deactivate Deny Access
1	Sony Experts	Approved	Active	DE	Edit Deactivate Deny Access

1 of 7

Edit User: Martha Farmer

Users > Users > Edit User

[List of users](#) [Add User](#)

GENERAL INFORMATION

E-MAIL *

martha@video-king.nl

PASSWORD

REPEAT PASSWORD

FIRST NAME *

Martha

LAST NAME *

Farmer

ASSIGNED GROUPS *

☐ ROOT GROUP

☒ PRODUCT VIEWER FOR OFFER CREATION

☐ SONY EXPERTS - MERCHANTPORTAL

☐ BUDGET CAMERAS - MERCHANTPORTAL

☐ IMPALA MERCHANT - MERCHANTPORTAL

☐ SUGAR MONSTER - MERCHANTPORTAL

The operator needs to decide who is the product catalog owner:

1. The operator is the owner → Other merchants can create offers on top of existing projects. Operator takes care of product data.
2. Every merchant can create products → Operator needs to make sure there are no duplicates in the Marketplace and he needs to ensure the product data quality.

Merchants can create and update products and offers individually in the merchant Portal or alternatively the operator imports the data based on a CSV/Excel template pre-filled out by merchants.

Our Recommendation:

- If the amount of products to be created or edited is small enough, the merchants can use the interface provided in Merchant Portal.
- For bigger amounts it is recommended to use a file and data importers or to have the integration with the merchant ERP system through Spryker Middleware.

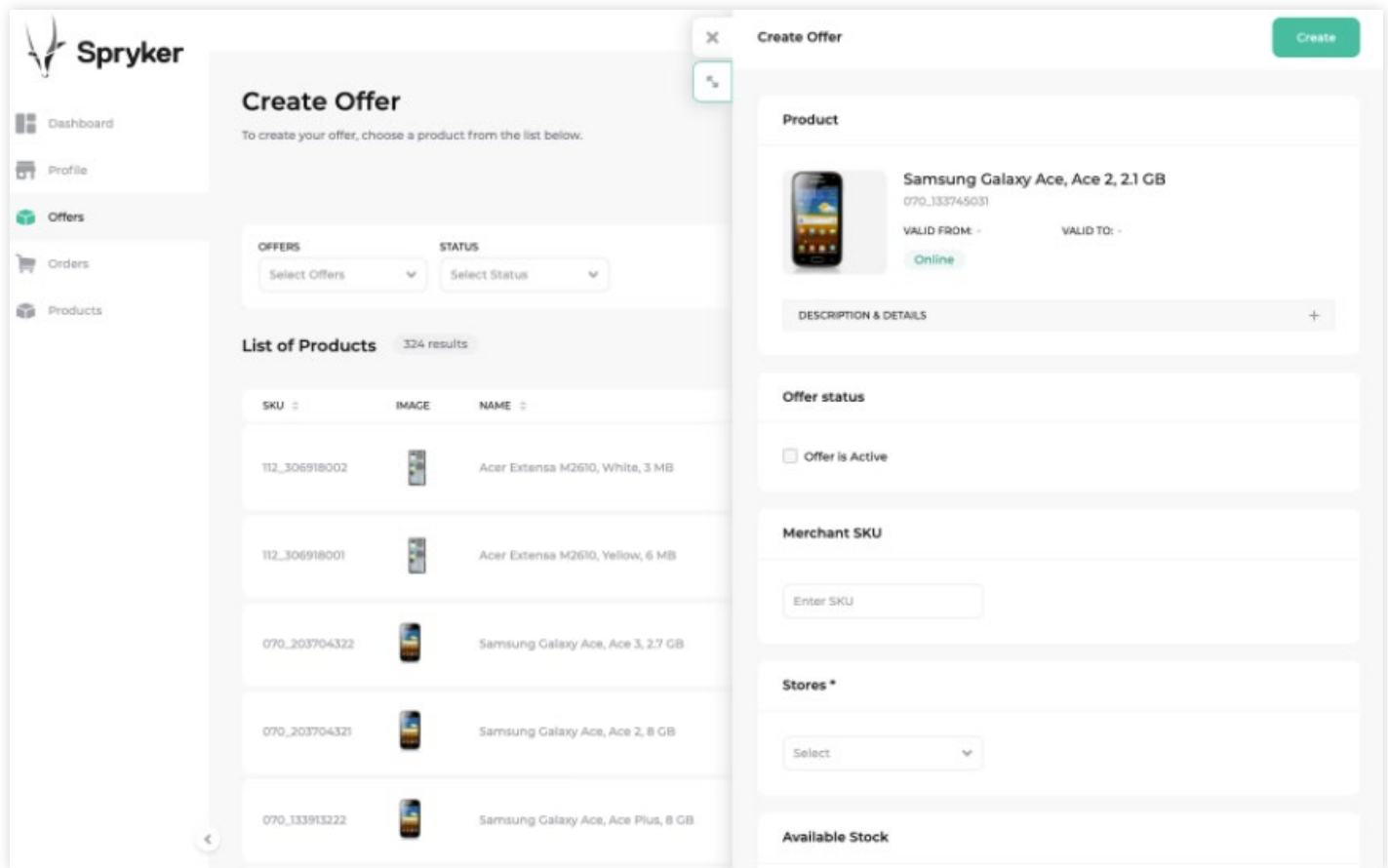
The operator needs to align with merchant categories and attributes/values that can be used in the importing process. Mapping needs to be done by merchants or through Spryker Middleware.

The screenshot displays the Spryker Merchant Portal interface. On the left is a sidebar with navigation links: Dashboard, Profile, Offers, Orders, and Products. The main area is titled 'Products' and shows a list of 26 results. The list has columns for SKU, IMAGE, NAME, and SUPER ATTRIBUTES. Four products are visible, all with the 'Color' attribute.

Overlaid on the right is a modal titled 'Create an Abstract Product with multiple Concrete Products'. It has 'Back' and 'Create' buttons. Below the buttons is a form with two columns: 'SUPER ATTRIBUTE *' and 'VALUES *'. Two attributes are added: 'series' with values 'Jade Z, Jade S' and 'color' with values 'platinum, copper'. An '+ Add' button is at the bottom of the form.

Below the form is a 'Concrete Products' Preview section. It shows '4 to be created' and two checked options: 'Autogenerate SKUs' and 'Same Name as Abstract Product'. A table below shows the generated concrete products:

SUPER ATTRIBUTE VALUE	SKU	NAME DEFAULT
Jade Z / platinum	963-1	Canon IXUS 285
Jade Z / copper	963-2	Canon IXUS 285
Jade S / platinum	963-3	Canon IXUS 285
Jade S / copper	963-4	Canon IXUS 285



5

Operator

Set up the Payment Process

The operator decides what kind of payment process to put in place i.e. whether or not to utilize a Payment Service Provider (PSP). The operator also needs to decide what revenue model (transaction based, subscription based, listing based, etc) will be applied in the marketplace and where a PSP can cover it.

The following example illustrates the process when using a PSP to completely cover the marketplace payments:

1. Merchant provides relevant company and representatives' data to the PSP. Operator can support this by providing the documents that have been already sent to Operator by this merchant.
2. PSP checks the merchant during the compliance and KYC process.
3. PSP approves the merchant and starts technical onboarding on own side.
4. Merchant receives access to the tool where data regarding commissions and payments can be checked.
5. PSP calculates transactional fees and commissions agreed upon and makes payments to merchants.

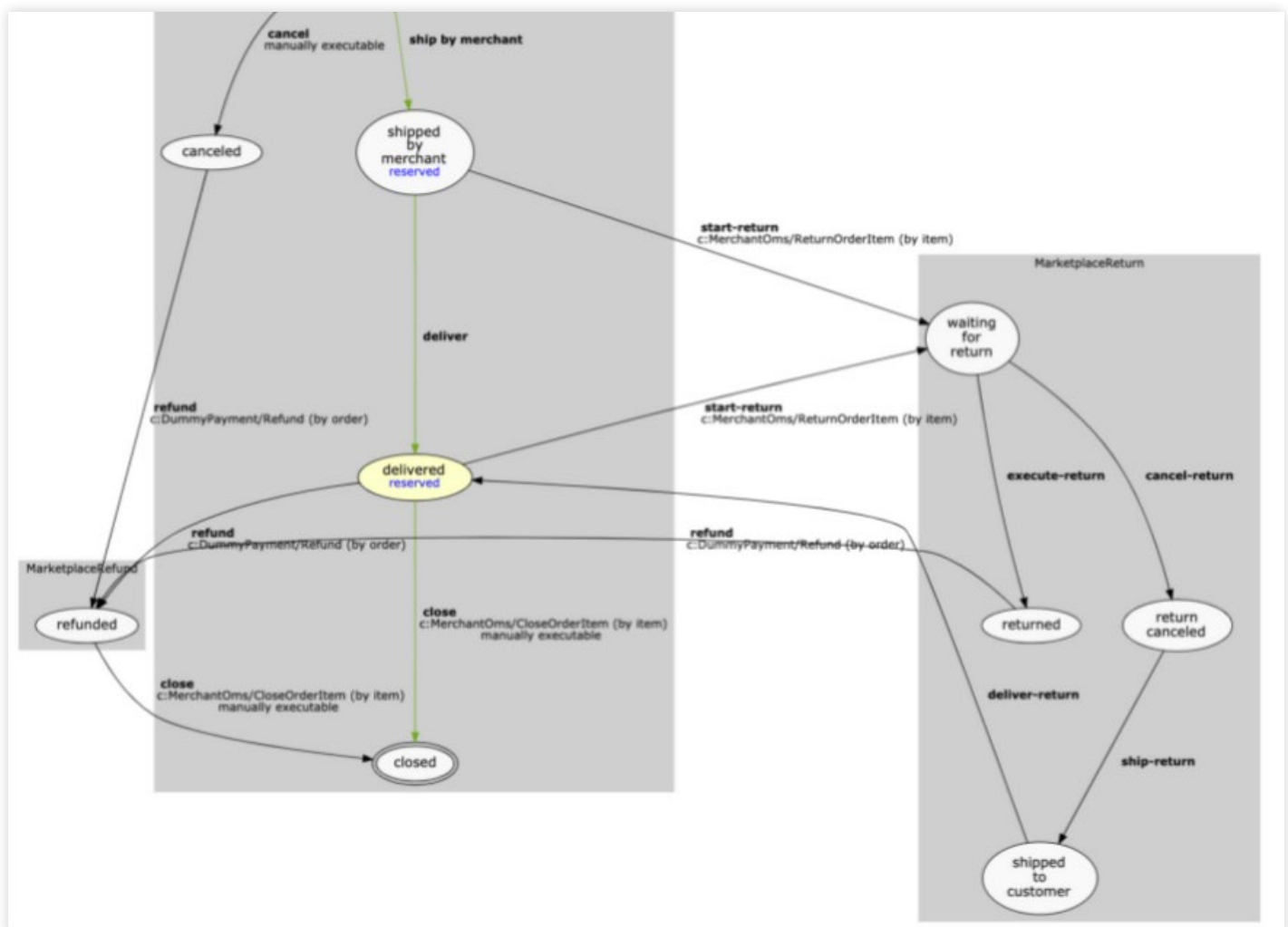
Ask your Spryker manager to know more about the payment setup and possible options.

The state Machine is there to model the order management process including both delivery and return flows that can be defined per merchant if needed. It is useful in case you have big and smaller merchants with different processes behind.

Fulfillment by marketplace or fulfillment by seller: Let your sellers receive, process and dispatch orders directly to your marketplace buyers. Alternatively, you can enable sellers to do the selling and manage the logistics yourself (Fulfillment by Operator).

Shipping process needs to be set up on a project level.

The state machine can be set up in a manner where an automated email is routed to the relevant merchant once an order is created.



7

Merchant
& Operator

Approving Products & Offers + Activate the Merchant

A final check on the public profile, products, and offer quality can be performed. The operator activates merchants and approves offers in Back Office. Products and offers can also be activated and approved through the data importer.

The operator can also define rules per merchant and base the approval of their products and offers on this. Trusted merchants can have an automatic pre-approval, while new merchants have their new product listings pending first.

Spryker Welcome Admin Spryker [docker.dev] Settings Log out

Offers

Marketplace > Offers

MERCHANTS All

LIST OF OFFERS

Showing 1 to 10 of 134 entries

OFFER ID	REFERENCE	MERCHANT	SKU	NAME	STATUS	VISIBILITY	STORES	ACTIONS
134	offer418	Video King	112_312526172	Acer Extensa M2610	Approved	Active	DE AT	View Deny
133	offer417	Budget Cameras	112_312526191	Acer Extensa M2610	Approved	Active	DE AT	View Deny
132	offer416	Video King	112_306918001	Acer Extensa M2610	Approved	Active	DE AT	View Deny

Spryker Demo Search Quick Order Cart Login

Top Categories Computer Cameras Digital Services Other Categories More Sale % New Merchants

Home / Budget Cameras

Budget Cameras

Featured Products

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Canon IXUS 180
011_30775359
€366.00 ★★★★★
[Add to Cart](#)

Canon PowerShot G9 X
031_30021637
€400.24 ★★★★★
[Add to Cart](#)

Canon PowerShot N
036_17360368
€179.99 ★★★★★
[Add to Cart](#)

Canon PowerShot SC620
034_32125390
€310.19 ★★★★★
[Add to Cart](#)

[Browse by Budget Cameras](#)



Onboarding Support

While we hope that the merchant onboarding process is as seamless as possible, we aim to provide as much assistance as needed pre, during, and post onboarding to ensure your marketplace and merchant operations are fully-functional and running smoothly.

However, if you run into any issues please contact our marketplace support team via email: